# Kichu J Thomas

**Senior Product Design Manager** | 13+ years | Fintech, insurance and healthcare

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## Summary

I lead product design for complex, high-trust products (money, claims, health), turning ambiguity into clear direction and keeping quality high through systems, people and AI-enabled build workflows.

- Led up to about 14 designers (product and visual) through three direct-report managers at FYERS.
- Set governance for and drove adoption of the FYERS design system across designers and developers.
- Set up an AI-assisted workflow with Claude Code and contributed design changes in code to an internal app built in house.

## Experience

**FYERS** | Bengaluru, Karnataka, India | Fintech and broking platform
Senior Manager - Product Design | May 2026 - Present
UX Manager | Jun 2024 - Apr 2026

***Design leadership***

- Led up to about 14 designers (product and visual) through three direct-report managers, setting goals and performance frameworks, mentoring designers, hiring and running team rituals, so designers took more ownership of problems and expectations were clear.
- Set governance for the FYERS design system and drove its adoption across designers and developers, improving consistency across products, speeding design-to-build handoff and reducing design issues reaching senior reviews.
- Held the design seat on the Product Review Board alongside the CPO and VPs, setting the design quality bar and tracking the design review pipeline, including reviews of trading experiences such as Options Chain and Positions. Review rounds fell, approvals were recorded and designs reached build with less rework.
- Worked directly with the co-founders (CEO, CXO, CTO and CPO) and VPs on product design direction and reviews.

***Product design | Jun 2024 - Apr 2026***

- Spearheaded investing UX across IPO, FPO and mutual fund journeys, shaping requirements and experience decisions with product stakeholders and directing designers through delivery.
- Led reporting UX across Tradebook, Global P&L, Ledger, Journal, Tax P&L and Verified P&L, organising complex financial information into consistent journeys. Tax P&L went live.
- Designed the Global Navigation information architecture hands-on, researching competitor patterns and structuring trading, investing, reporting and account destinations.
- Led design for Instant Withdrawal across mobile and web.
- Led user research and customer-journey design for an exploratory retail investment advisory initiative from May 2025.

***Product discovery and AI workflows | Jun 2026 - Present***

- Shaped product discovery, learning-experience strategy, concept development and design direction for new education initiatives.
- Chose the tools and set up an AI-assisted design and build workflow (Claude, Claude Code, Git) with developers, directed and reviewed AI-built design changes, and contributed design improvements in code to an internal app built in house.

**Designit** | Bengaluru, Karnataka, India
Senior UX Designer | Jul 2022 - May 2024

- Led UX on a confidential home-insurance claims project for a major UK bank, guiding five UX designers and a Service Designer.
- Set the UX direction, designed key flows hands-on, ran research and testing, and worked directly with the bank's team so customers could raise, track and manage claims online. The design was approved by the bank and built by its developers.

P **Djuli-Zimmerpeacock** | Personal project
Design Partner | 2021 - 2022

**MOURI Tech** | Bengaluru, Karnataka, India
Consultant Senior UX Designer | Jan 2021 - May 2022

- Roche India (BlueTree programme): designed the patient mobile app end to end, for patients with cancer, haemophilia and rare diseases, and guided the customer-support dashboard, working directly with Roche's team. Roche approved the design and developers built it.
- Novartis Alviss: sole designer on a contextual search platform concept for the global pharma client's entire workforce, working closely with the client's product team based in Basel, Switzerland. The prototype was approved by the project team.

**22feet Tribal Worldwide** | Mumbai, Maharashtra, India
Consultant Designer | Nov 2020 - Dec 2020

C **Eastern Financiers Ltd** | Independent freelance consulting
Consultant Designer | Aug 2020 - Oct 2020

**ImStrong** | Bengaluru, Karnataka, India
Design Lead | Jun 2019 - Sep 2020

P **Ceat Specialty International** | Personal project
Co-designed | 2019

**Domy Innovations Cafe** | Bengaluru, Karnataka, India
UX/UI Lead | Jun 2017 - Apr 2019
UX/UI Designer | Jun 2013 - Jun 2017

C Freelance consulting P Personal project Roles without a tag are full-time.

## Skills

People management, design leadership, mentoring and goal setting, cross-functional partnership with product and engineering, stakeholder management with founders, C-suite and VPs, product design, UX research and usability testing, interaction design, information architecture, customer-journey design, mobile and web design, visual design, prototyping, design systems and governance, design reviews, Agile delivery, accessibility, AI-assisted design and build workflows (Claude, Claude Code, Git), Figma.

## Education and certifications

B.Tech in Electrical and Electronics Engineering, Mahatma Gandhi University, Kerala (2006 - 2010).

Certifications: HFI CUA trained (2021). W3Cx Introduction to Web Accessibility (Mar 2024). IDF Expert in Mobile (2020).